



TODAY IS AN OPPORTUNITY  
TO IMPROVE ON EVERYTHING  
WE DID YESTERDAY





GS SERIES

# LEXUS

## THE PURSUIT OF PERFECTION





IS SERIES





SC 430

LEXUS  
FREEPOST LON16558  
LONDON  
W4 5BR





LS 430



Is it possible to improve something every single day? Why not ask us again tomorrow? And the day after that. Because we think about every aspect of every model, again and again, day after day.

We continually ask ourselves 'would this be better that way?' Time after time the answer is found not in words, but in the subtle reshaping of a door handle, a minor dashboard detail change, even in the sound of a boot lid closing.

The new Lexus GS is typical. We studied the existing model at length, finding a thousand tiny, almost imperceptible ways to improve it, creating a more refined driving experience.

Every detail of every Lexus model is subject to the same philosophy of continuous improvement. Nothing is taken for granted. Everything is challenged. The result is a range of cars that will exceed the expectations of even the most demanding driver.

But it goes way beyond merely the development and refinement of our vehicles. While other car manufacturers road-test a small sample of vehicles that come off the assembly line, we road-test each and every new Lexus.

Our approach to customer service has earned us 1st Place, Gold award in Customer Satisfaction in the JD Power and Associates Customer Satisfaction Study\* year after year. But, of course, we believe there's always room for improvement.



RX 400h





#### PRIZE DRAW TERMS AND CONDITIONS

1. Open to UK residents aged 18 years or over holding a valid credit card. Employees and their relatives of Lexus (GB) Ltd, dealers, agents or associates are ineligible to participate. Eligible participants must return the request form, call the Lexus Contact Centre or complete a test drive or brochure request form online at [www.lexus.co.uk/perfection](http://www.lexus.co.uk/perfection) quoting the code on the response form. 2. Only one entry per household is allowed. 3. The draw will be made week commencing 14 November 2005 and the first entry drawn at random will be entitled to a three night stay in New York for two people at The Morgans Hotel subject to availability. 4. Prize includes return economy flights to New York, travel insurance, taxes and charges and a twin or double standard room at The Morgans hotel. Also included is an evening meal for two at The View restaurant (excluding drinks). 5. There will be no cash or other alternative to the prize stated. 6. The hotel dates are subject to availability. 7. Prize must be booked with Protravel and completed by 30 November 2006 excluding Christmas, Easter and all Bank Holidays. 8. Any amendments made by the prize winner after the booking is confirmed will be subject to administration charges. 9. Additional guests may accompany prize winners at the relevant rates provided by Protravel. 10. Transport between home and the airport is the responsibility of the prize winner. 11. Details of the winner can be obtained by writing to Marketing Department at Lexus (GB) Ltd, Great Burgh, Burgh Heath, Epsom, Surrey KT18 5XS, with a stamped addressed envelope after 25 November 2005. 12. The winner will be notified by telephone by 25 November 2005 and must make him or herself available for any related publicity purposes. 13. Entry into the draw will be deemed to be acceptance of these rules. 14. **The closing date for the draw is 28 October 2005.** Lexus (GB) Ltd, Great Burgh, Burgh Heath, Epsom, Surrey KT18 5XS.

Fuel consumption for the Lexus range, miles per gallon (litres per 100km). Urban 16.3-21.4 mpg (13.2-17.3 l/100km); Extra urban 30.1-36.7 mpg (7.7-9.4 l/100km); Combined 23.0-29.1 mpg (9.7-12.3 l/100km). CO<sub>2</sub> emissions 231-296g/km.

\*Studies based on a total of 28,748 (2001), 27,287 (2002), 24,255 (2003), 23,641 (2004) and 23,322 (2005) responses from the owners of two-year-old vehicles.

